

ORDER



Orders
Order / Rev: 723759 - 1
Alt Order #: 06386850
Product Desc: RPOF 3PAC
Estimate:
Flight Dates: 10/22/12 - 11/05/12
Original Date / Rev: 10/19/12 / 10/22/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Southern Campaign Resources
Buying Contact: Erin Pennington
Billing Contact:
 235 E. Virginia Street
 Tallahassee, FL 32301

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: RPF/ 3PAC/R/ Peters/ Hudson/ Brodeur
Demographic: A35+
Product Codes: PL-State House Representative
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	1	\$10,000.00	\$8,500.00
10/29/12	11/05/12	14	\$26,500.00	\$22,525.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$10,000.00	\$8,500.00	0.00
November 2012	14	\$26,500.00	\$22,525.00	0.00
Totals	15	\$36,500.00	\$31,025.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/22/12	10/22/12	Prime Political Program	CM	Prime (9:00 PM-11:00 PM)	M- - - - -	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M- - - - -		1				\$10,000.00		0.00			
2	WTSP	10/31/12	11/02/12	M-F 6-630p	CM	6-630p	- - WTF - -	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - WTF - -		3				\$1,000.00		0.00			
3	WTSP	10/29/12	11/02/12	7-730p	CM	7-730p	M- W- F- -	:30	3	\$2,600.00	P-3	0.00	NM	3	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M- W- F- -		3				\$2,600.00		0.00			
4	WTSP	10/30/12	11/01/12	730-8p	CM	730-8p	- T- T- - -	:30	2	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- T- T- - -		2				\$3,000.00		0.00			
6	WTSP	11/05/12	11/05/12	M-F 6-630p	CM	6-630p	M- - - - -	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1				\$1,000.00		0.00			
7	WTSP	11/05/12	11/05/12	7-730p	CM	7-730p	M- - - - -	:30	1	\$2,600.00	P-3	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Flight Dates: 10/22/12 - 11/05/12

Advertiser: RPF/ 3PAC/R/ Peters/ Hudson/Brodeur
Product Desc: RPOF 3PAC
Estimate:

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTSP	11/05/12	11/05/12	7-730p Wheel of Fortune	CM	7-730p	M- - - - -	:30	1	\$2,600.00	P-3	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1			\$2,600.00			0.00			
8	WTSP	11/05/12	11/05/12	730-8p Jeopardy	CM	730-8p	M- - - - -	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	M- - - - -		1			\$3,000.00			0.00			
9	WTSP	11/04/12	11/04/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	- - - - - S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1			\$2,000.00			0.00			
11	WTSP	10/30/12	10/30/12	M-F 6-630p 6-630p 10 News	CM	6-630p	- T- - - - -	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	- T- - - - -		1			\$1,000.00			0.00			
N 12	WTSP	10/30/12	11/02/12	5-530a 5-530a 10 News	CM	5-530a	- TWTF- -	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF- -		1			\$100.00			0.00			
													Totals	15	\$36,500.00